

ABIGAIL DYER



Creative leader and designer with over a decade of experience shaping compelling visual experiences across digital and print media. Skilled at translating complex ideas into clear, meaningful, and memorable designs, with expertise in brand strategy, marketing, and mentoring creative teams. Passionate about guiding organizations and individuals to communicate their vision with clarity, cohesion, and purpose.

CONTACT

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EDUCATION

MTSU 2013-2015
Major: Organizational Communication
Minor: Marketing
Studied internal organizational communication and leadership, along with external communication through marketing, messaging, and positioning; graduated Summa Cum Laude.

SKILLS

Adobe CC	
Asana	
Canva	
Team Management	
Writing + Editing	
Email Marketing	
Photography	
Video Editing	

EXPERIENCE

Abigail Dyer Design Studio 2016–Present

Founder And Creative Director

- Scaled a design studio serving over 250 small business owners worldwide with custom brand, website design, and graphic design through print and digital mediums.
- Managed all client relationships, timelines, scopes, and deliverables while maintaining a high-touch, referral-driven business model.
- Mentored and coached designers 1:1, providing creative direction, systems thinking, and strategic feedback; invited speaker at three industry conferences on design, templates, and creative decision-making.
- Created and led the art direction of award-winning website templates used by over 5,500 customers.

ORNL FCU 2015-2017

Marketing And Design Specialist

- Designed and executed digital and print campaigns—including email, social media, and collateral—ensuring brand consistency and translating marketing strategy into clear, engaging member communications.

B&H Publishing Group 2014-2015

Marketing Coordinator

- Assisted with running campaigns for all books and Bibles, compiled and edited marketing plans; wrote press releases and sent various public relation mailers; assisted with social media, writing blog posts, and email campaigns.

Kids Marketing Intern

- Supported the kids marketing department with book campaigns through production, editing, and marketing tasks, executed promotional mailings, and lead interest research for future authors.

Events And Trade Show Intern

- Promoted all trade books, Bibles, and kids books with marketing department's events, conferences, and trade shows.